

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE, 1987

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AM 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.5	11.8	14.5	9.4		11.1	14.4	11.3	11.9	11.6	11.8	12.9	12.1
NO. OF PROGRAMS†	8	15	29	8	IFR	9	30	34	33	41	74	22	96

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.1	9.7	4.7	6.0	4.1	3.4	3.7	6.3	5.2	3.8	4.8	4.8	4.8
NO. OF PROGRAMS†	6	3	12	12	10	6	15	10	25	27	3	17	20

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 9:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 7, 1987

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.3	21,410	11	GOLDEN GIRLS	16.3	14,250
2	FAMILY TIES	24.0	20,980	11	MOONLIGHTING#	16.3	14,250
3	CHEERS	20.6	18,000	13	NBC NEWS SPECIAL(S)	15.7	13,720
4	GROWING PAINS	19.6	17,130	14	MISS UNIVERSE PAGEANT(S)	15.5	13,550
5	UNSOLVED MYSTERIES(S)	18.6	16,260	15	AMEN#	15.3	13,370
6	MURDER, SHE WROTE	18.5	16,170	16	NBC MONDAY NIGHT MOVIES#	15.2	13,280
7	60 MINUTES	18.4	16,080	16	VALERIE#	15.2	13,280
8	WHO'S THE BOSS?	18.2	15,910	18	L.A. LAW	14.9	13,020
9	BOB HOPE'S BIRTHDAY(S)	18.0	15,730	19	MOVIE OF THE WEEK-TUESDAY#	14.8	12,940
10	DAYS & NIGHTS-MOLLY DODD	16.5	14,420				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																														
•EVENING																ABC WORLD NEWS TONIGHT							211	210	99	99	A	9.4	20	822	ABC WORLD NEWS TONIGHT								158	211	210	99	99	A	9.4	20	822																																																																																																																																																																																																																																																																																																																																																																								
A TEAM SPECIAL(S)																M-F		6.30P	30	ABC	N						10.4	19	909	ABC WRLD NEWS TONIGHT-SAT								24	182	180	95	94	A	7.1	18	621																																																																																																																																																																																																																																																																																																																																																																									
1 SUN.										7.00P	60	NBC	A					SAT.		6.30P	30	ABC	N				7.7	16	673	ABC WRLD NEWS TONIGHT-SUN								29	161	167	84	85	A	5.2	13	454																																																																																																																																																																																																																																																																																																																																																																									
A TEAM SPEC(S)																ABC WRLD NEWS TONIGHT-SUN										7.0	14	612	ALEX:THE LIFE OF A CHILD(S)																																																																																																																																																																																																																																																																																																																																																																																										

2 TUE. 9.58P 1

ABC NEWSBRIEF-WED

1 WED. 9.57P 1 ABC N

2 WED. 9.58P 1

ABC NEWSBRIEF-THU

THU. 9.58P 1 ABC N

ABC NEWSBRIEF-FRI

1 FRI. 9.58P 1 ABC N

2 FRI. 10.00P 1

ABC NEWS CLOSEUP(S)

1 FRI. 10.00P 60 ABC DN

ABC NEWSBRIEF-SAT.

SAT. 8.58P 1 ABC N

ABC NEWSBRIEF-SUN.

1 SUN. 9.47P 2 ABC N

2 SUN. 9.53P 2

ABC SPORTS UPDATE-SAT

1 SAT. 9.58P 1 ABC SN

ABC SPORTS UPDATE-SUN

SUN. 8.58P 1 ABC SN

ABC SUNDAY NIGHT MOVIE

1 SUN. 9.00P 120 ABC FF

ABC THEATRE(S)

1 TUE. 9.00P 120 ABC GD

BUGS BUNNY MYSTERY SPEC.(S)

2 FRI. 8.30P 30 CBS EA

CAGNEY & LACEY

MON. 10.00P 60 CBS OP

CBS EVENING NEWS-RATHER

M-F 6.30P 30 CBS N

CBS EVENING NEWS-SUN(B)

2 SUN. 6.39P 21 CBS N

CBS EVENING NEWS-SUNDAY

1 SUN. 6.00P 30 CBS N

CBS SAT. NEWS-SCHIEFFER

SAT. 6.30P 30 CBS N

CBS SATURDAY MOVIE

1 SAT. 9.00P 152 CBS FF

2 SAT. 8.00P 180

CBS SUNDAY MOVIE

1 SUN. 9.00P 120 CBS FF

CHEERS

THU. 9.00P 30 NBC CS

DADS

2 SAT. 9.30P 30 ABC CS

DALLAS

2 FRI. 9.00P 60 CBS GD

DAYS & NIGHTS-MOLLY DODD

THU. 9.30P 30 NBC CS

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1987 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	PROGRAM NAME	T/C THIS SEASON	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																								
DESIGNING WOMEN MON. 9.30P 30 CBS CS						10	203	207	97	99	A	14.2	23	1241	MACGYVER 1 MON. 8.00P 60 ABC A	25	201		95	A	9.6	16	839	
DISNEY SUNDAY MOVIE SUN. 7.00P 120 ABC FF						32	213	213	99	99	B	15.4	24	1346					B	14.4	22	1259		
DISNEY'S SPORT GOOFY(S) 1 WED. 8.00P 60 NBC EA							210		98		A	8.6	17	752	MACGYVER 2 WED. 9.00P 60 ABC A	1		208	98	A	13.2	23	1154	
EASY STREET 1 WED. 9.30P 30 NBC CS						3					B	12.3	19	1075	MAGNUM, P.I. 1 WED. 9.00P 60 CBS PD	28	205		99	A	13.2	23	1154	
EQUALIZER WED. 10.00P 60 CBS PD						22	207	207	99	97	A	12.6	21	1101					A	12.6	21	1101		
FACTS OF LIFE 1 SAT. 8.00P 30 NBC CS						29	193		95		B	12.9	21	1127	MATLOCK 1 TUE. 8.00P 120 NBC GD	31	202	203	99	97	B	15.8	24	1381
FAMILY TIES THU. 8.30P 30 NBC CS						30	215	215	99	99	A	10.8	19	944	2 TUE. 8.00P 60					A	14.4	24	1259	
GOLDEN GIRLS SAT. 9.00P 30 NBC CS						31	183	212	91	99	B	12.6	21	1101	ME & MRS. C 2 SAT. 8.30P 30 NBC CS	1		207	99	B	18.1	28	1582	
GROWING PAINS TUE. 8.30P 30 ABC CS						28	212	209	99	98	A	13.3	23	1162	1 SAT. 9.30P 30 NBC CS	7	174		89	A	12.9	27	1075	
GUNG HO						1		198		98	B	15.3	26	1337	MIAMI VICE FRI. 9.00P 60 NBC OP	31	208	209	97	98	B	12.3	27	1075
											A	12.2	27	1066	ME & MRS. C 1 SAT. 9.30P 30 NBC CS	7	174		89	A	12.9	25	1127	
											B	15.5	28	1355	MIAMI VICE FRI. 9.00P 60 NBC OP	31	208	209	97	98	B	15.3	26	1337
											A	24.0	43	2098	MIKE HAMMER WED. 8.00P 60 CBS PD	20	204	205	99	96	A	13.7	27	1197
											B	32.2	49	2814	MISS UNIVERSE PAGEANT(S) 1 TUE. 9.00P 124 CBS AC		209		99	A	15.7	26	1372	
											A	16.3	33	1425					A	10.3	19	900		
											B	23.2	39	2028					B	11.9	19	1040		
											A	19.6	33	1713					A	15.5	24	1355		
											B	22.3	33	1949	MR. BELVEDERE	23	200	206	94	96	A	9.2	19	804
											A	5.7	12	498										

2 SAT.	9.00P	30 ABC CS				B	5.7	12	498	FRI.	8.30P	30 ABC CS				B	13.0	22	1136		
HARD COPY(B)			192		93	A	6.2	12	542	MOONLIGHTING			27		208	A	16.3	26	1425		
1 FRI.	9.00P	60 CBS PD				A	7.6	15	664	2 TUE.	9.00P	60 ABC PD				B	22.0	33	1923		
HARD COPY			2	199	207	95	99	A	7.6	15	664										
FRI.	10.00P	60 CBS PD				B	7.6	15	664	MOVIE OF THE WEEK-TUESDAY			1		196	A	14.8	25	1294		
HEAD OF THE CLASS			28	207	207	99	99	A	13.6	24	1189	2 TUE.	9.00P	120 NBC FF			B	14.8	25	1294	
WED.	8.30P	30 ABC CS				B	16.4	26	1433	MURDER, SHE WROTE			30	209	208	A	18.5	34	1617		
HEART OF THE CITY			1		198		96	A	7.5	13	656	SUN.	8.00P	60 CBS SM			B	24.0	36	2098	
2 THU.	9.00P	60 ABC OP				B	7.5	13	656	MY SISTER SAM			26	203	206	A	12.6	21	1101		
HIGHWAY TO HEAVEN			29		207		97	A	10.7	20	935	MON.	8.30P	30 CBS CS			B	16.4	25	1433	
2 WED.	8.00P	60 NBC GD				B	16.6	26	1451	NBA FINALS GAME 1(S)					207	A	13.8	23	1206		
HOTEL			21	213	211	99	99	A	11.9	20	1040	2 TUE.	9.00P	147 CBS SE							
1 WED.	9.00P	120 ABC GD				B	14.4	25	1259	NBA FINALS GAME 2(S)					208	A	14.6	26	1276		
2 WED.	10.00P	60								2 THU.	9.00P	150 CBS SE									
HUNTER			27	171	201	88	99	A	12.8	25	1119	NBA PLAYOFF GAME THUR(S)			208		99	A	14.3	24	1250
SAT.	10.00P	60 NBC OP				B	15.8	29	1381	1 THU.	9.00P	156 CBS SE									
INCREDIBLE	IDA EARLY(S)					A	11.7	24	1023	NBC MONDAY NIGHT MOVIES			29		195	A	15.2	26	1328		
1 FRI.	8.00P	60 NBC GD								2 MON.	9.00P	120 NBC FF				B	18.3	28	1599		
JACK & MIKE			8	196			97	A	8.8	15	769	NBC NEWS SPECIAL(S)			199	A	15.7	28	1372		
1 THU.	9.00P	60 ABC A				B	7.0	11	612	2 WED.	10.00P	60 NBC DN									
KATE & ALLIE			30	204	206	97	99	A	13.5	24	1180	NBC NIGHTLY NEWS-SAT.			26	155	147	83	80		
MON.	8.00P	30 CBS CS				B	17.5	27	1530	SAT.	6.30P	30 NBC N				B	9.3	19	813		
L.A. LAW			22	209	209	99	99	A	14.9	26	1302	NBC NIGHTLY NEWS-SUN			23	171	178	92	93		
THU.	10.00P	60 NBC GD				B	17.3	28	1512	SUN.	6.30P	30 NBC N				A	7.1	17	621		
										NBC NIGHTLY NEWS			158	205	204	B	7.7	15	673		
										M-F	6.30P	30 NBC N				A	10.4	23	909		
																B	11.8	22	1038		

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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NBC SUNDAY NIGHT MOVIE										31	190	198	96	97	A	13.7	24	1197	SLEDGE HAMMER										1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

NOTHING IN COMMON			SPECIAL(S)			194	95	A	12.6	22	1101
2 WED.	9.30P	30 NBC CS									
OHARA			18	158	84			A	7.0	14	612
1 SAT.	9.00P	60 ABC OP						B	10.2	18	891
ON THE EDGE(S)				204	98			A	13.4	26	1171
2 FRI.	10.00P	60 NBC OP									
OUR HOUSE			3	201	204	99	99	A	8.5	16	743
SUN.	8.00P	60 NBC GD						B	8.6	16	752
OUR WORLD			28	194	193	95	94	A	6.1	11	533
THU.	8.00P	60 ABC DN						B	6.5	10	568
OUTLAWS			15	194		93		A	7.2	16	629
1 SAT.	8.00P	60 CBS A						B	10.6	19	926
PERFECT STRANGERS			31	209	209	99	99	A	12.7	24	1110
WED.	8.00P	30 ABC CS						B	15.5	25	1355
ST. ELSEWHERE			22	208		99		A	12.8	22	1119
1 WED.	10.00P	60 NBC GD						B	13.4	23	1171
SCARECROW & MRS. KING			5	189	195	94	96	A	8.5	15	743
THU.	8.00P	60 CBS GD						B	9.3	16	813
SHELL GAME			1		204		96	A	8.9	15	778
2 WED.	9.00P	60 CBS PD						B	8.9	15	778
SIDEKICKS			1	206		99		A	7.3	16	638
2 SAT.	8.30P	30 ABC OP						B	7.3	16	638
60 MINUTES			33	210	209	99	99	A	18.4	38	1608
SUN.	7.00P	60 CBS DN						B	22.1	36	1932

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[illegible]

CBS LATE NIGHT I	142	182	181	89	89	A	4.1	16	358	ABC AFTERSCHOOL SPECIAL(S)	190	96	A	5.1	17	446
M & W 11.30P	66					B	4.7	17	411	2 WED. 4.00P 60 ABC FV						
1 TUE. 11.35P	66									ABC DAYTIME NEWSBRIEF-M-F	157	209	210	98	99	612
1 THU. 12.07A	66									1 MON. 2.57P 2 ABC N						629
2 TUE. 11.57P	66									1 TU-F 2.56P 3						
2 THU. 12.00M	66									2 M-F 2.58P 1						
CBS LATE NIGHT II	158	177	175	87	86	A	2.5	14	219	ABC WORLD NEWS-MORN-615A	159	141	141	84	84	122
1 MON. 12.36A	50					B	3.1	18	271	M-F 6.15A 15 ABC N						114
1 TUE. 12.41A	47									ABC WORLD NEWS-MORN-645A	158	185	186	95	95	201
1 WED. 12.36A	44									M-F 6.45A 15 ABC N						219
1 THU. 1.13A	50									ALL MY CHILDREN	158	214	214	99	99	629
1 FRI. 12.30A	53									1 M-TH 1.00P 60 ABC DD						603
2 MON. 12.36A	44									1 FRI. 1.00P 46						
2 TUE. 1.03A	47									& 1.55P 5						
2 WED. 12.36A	47									2 M-F 1.00P 60						
2 THU. 1.06A	42									AMERICAN TREASURY	96	196	196	92	92	385
2 FRI. 12.30A	43									1 W & F 3.58P 1 CBS DD						454
CBS NEWS NIGHTWATCH-1	157	49	45	49	45	A	1.0	10	87	2 M-F 3.58P 1						
M-W 2.00A 30						B	1.1	11	96	ANOTHER WORLD	156	203	203	99	99	428
1 TUE. 2.05A 25										M-F 2.00P 60 NBC DD						437
2 TUE. 2.27A 3										AS THE WORLD TURNS	48	203	207	98	99	524
CBS NEWS NIGHTWATCH-2	163	68	68	65	65	A	1.4	16	122	M-F 2.00P 60 CBS DD						551
1 M-W 2.30A 30						B	1.4	17	122	BEFORE HOURS	65	139	138	86	85	44
1 THU. 2.37A 23										M-F 6.15A 15 NBC N						44
2 M-THSU 2.30A 30										BOLD AND THE BEAUTIFUL	49	197	198	94	94	446
CBS NEWS NIGHTWATCH-3	164	99	98	80	80	A	1.2	20	105	CONT'D						
M-THSU 3.00A 180						B	1.2	21	105							

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																																									
ABC WIDE WORLD-SPTS SPEC(S)						201		97		A	3.2	12	280	IT'S PUNKY BREWSTER 26						185	176	94	91	A	4.7	18	411	SAT. 11.30A 30 NBC CA													
2 SAT. 3.00P 90 ABC SA														KEMPER OPEN-SAT(S)						198		98		B	5.6	19	489														
ALL NEW EWOKS 32						200	177	93	77	A	3.0	12	262	2 SAT. 4.00P 120 CBS SE										A	2.7	8	236														
SAT. 11.30A 30 ABC CA										B	3.9	13	341	KEMPER OPEN-SUN(S)						204		98		B	6.5	19	568														
ALVIN AND THE CHIPMUNKS 29						203	202	99	99	A	5.6	22	489	2 SUN. 3.33P 186 CBS SE										A	2.6	10	227														
SAT. 10.30A 30 NBC CA										B	6.7	23	586	KIDD VIDEO 28						142		72	B	3.2	11	280															
BELMONT STAKES(S)						213		99		A	8.9	26	778	1 SAT. 12.30P 30 NBC CA										A	3.0	21	262														
2 SAT. 4.30P 91 ABC SE														KISSYFUR 34						202	201	98	98	B	3.6	22	315														
BERENSTAIN BEARS 34						193	196	96	96	A	2.4	17	210	SAT. 8.00A 30 NBC CA						169		89		A	3.3	13	288														
SAT. 8.00A 30 CBS CA										B	2.5	15	219	LAZER TAG ACADEMY 31										B	4.6	16	402														
BUGS BUNNY & TWEETY SHOW 33						204	187	96	81	A	3.8	15	332	1 SAT. 12.00N 30 NBC CA										A	1.9	8	166														
SAT. 11.00A 30 ABC CA										B	4.8	16	420	MCDONALD'S LPGA TOURN-SAT(S)						181		89		A	1.5	4	131														
BUSINESS WORLD 29						123	138	72	79	A	1.6	6	140	2 SAT. 1.00P 120 ABC SE										A	2.0	7	175														
SUN. 12.30P 30 ABC N										B	1.6	5	140	MCDONALD'S LPGA TOURN-SUN(S)						190		95		B	2.7	9	236														
CARE BEAR FAMILY 34						207	207	99	99	A	2.4	13	210	2 SUN. 3.00P 120 ABC SE										A	3.4	13	297														
SAT. 8.30A 30 ABC CA										B	3.4	17	297	MEET THE PRESS 32						130		82	B	2.7	9	236															
CBS SPORTS SAT SPEC ED(S)						172		91		A	2.1	8	184	1 SUN. 12.30P 30 NBC CC						194		96		A	3.4	13	297														
1 SAT. 1.00P 60 CBS SE														MEMORIAL GOLF TOURN.-SAT(S)																											
CBS STORYBREAK 22						162	187	76	93	A	2.8	11	245	1 SAT. 2.00P 90 CBS SE																											

SAT. 11.30A 30 CBS CL						B	3.4	12	297	MEMORIAL GOLF TOURN.-SUN(S)				187	95		A	4.3	13	376		
CHRYSLER PRES. GRAND PRIX(S)				155	81	A	2.9	8	253	1 SUN. 3.00P 180 CBS SE							A	4.7	21	411		
1 SUN. 4.00P 120 ABC SE										MUPPET BABIES				207	206	99 99	B	4.9	20	428		
FACE THE NATION				32	145 144	87 85	A	2.6	10	227	SAT. 9.00A 60 CBS CA											
SUN. 10.30A 30 CBS CC							B	2.9	10	253						208	99	A	11.8	36	1031	
FLINTSTONE KIDS 1				34	207 208	99 99	A	3.3	15	288	NBA FINALS GAME 3(S)											
SAT. 9.00A 30 ABC CA							B	4.3	18	376	2 SUN. 1.00P 153 CBS SE											
FLINTSTONE KIDS 2				34	207 208	99 99	A	3.6	16	315	NBA PLAYOFF GAME-SAT(S)				207		99	A	13.6	39	1189	
SAT. 9.30A 30 ABC CA							B	4.7	18	411	1 SAT. 3.30P 170 CBS SE											
FOOFUR				27	198 186	98 94	A	5.0	20	437	NBC MAJOR LEAGUE PRE GAME				7	202	195	99 97	A	4.1	15	358
SAT. 11.00A 30 NBC CA							B	5.8	20	507	SAT. 3.00P 17 NBC SC							B	3.9	16	341	
FRENCH OPEN TENNIS-SAT(S)					196	97	A	3.5	14	306	NBC MAJOR LEAGUE BASEBALL				8	204	195	99 97	A	5.0	15	437
2 SAT. 12.00N 180 NBC SE											1 SAT. 3.17P 177 NBC SE							B	5.8	19	507	
											2 SAT. 3.17P 196											
FRENCH OPEN TENNIS-SU(S)					194	97	A	2.8	10	245	ONE TO GROW ON-8:58AM				34	198	197	97 97	A	4.7	25	411
2 SUN. 9.00A 340 NBC SE											SAT. 8.58A 2 NBC CN							B	4.9	23	428	
FRENCH OPEN TENNIS-SUN(S)											ONE TO GROW ON-10:28AM				34	204	205	99 99	A	5.3	22	463
1 SUN. 2.30P 120 NBC SE				148	84	A	2.4	8	210		SAT. 10.28A 2 NBC CN							B	6.4	23	559	
GALAXY HIGH SCHOOL				27	170 193	79 94	A	3.4	13	297	ONE TO GROW ON-11:58AM				31	184	176	94 91	A	4.3	17	376
SAT. 11.00A 30 CBS CA							B	4.3	15	376	SAT. 11.58A 2 NBC CN							B	5.4	18	472	
GUMMI BEARS				34	199 198	98 98	A	4.2	23	367	PEE WEE'S PLAYHOUSE				30	208	199	99 95	A	5.3	22	463
SAT. 8.30A 30 NBC CA							B	4.7	23	411	SAT. 10.00A 30 CBS CL							B	5.8	20	507	
HEALTH SHOW				20	189 132	86 72	A	1.5	6	131	POUND PUPPIES				33	207	207	97 97	A	3.1	12	271
SAT. 12.30P 30 ABC N							B	1.9	7	166	SAT. 10.30A 30 ABC CA							B	4.2	15	367	
INTERNATIONAL RACE-CHAMP(S)					186	94	A	2.2	6	192	REAL GHOSTBUSTERS				34	203	206	97 98	A	3.8	16	332
2 SUN. 5.00P 60 ABC SE											SAT. 10.00A 30 ABC CA							B	4.9	17	428	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																																													
ROCK N WRESTLING-1						24	139	133	69	70	A	2.1	8	184																															
SAT. 12.00N						30					B	2.7	9	236																															
ROCK N WRESTLING-2						29	141	136	69	72	A	2.3	9	201																															
SAT. 12.30P						30					B	2.8	9	245																															
SMURFS I						34	206	205	99	99	A	5.2	24	454																															
SAT. 9.00A						30					B	5.4	23	472																															
SMURFS II						34	206	206	99	99	A	5.3	23	463																															
SAT. 9.30A						30					B	6.0	23	524																															
SMURFS III						34	206	205	99	99	A	5.5	23	481																															
SAT. 10.00A						30					B	6.7	24	586																															
SPORTSWORLD						13		177		88	A	5.7	17	498																															
2 SUN. 4.30P						98					B	4.9	13	428																															
SPORTSWORLD-SPCL. EDITION(S)							147		81		A	3.2	9	280																															
1 SUN. 4.30P						90																																							
SUNDAY MORNING						33	165	175	94	96	A	4.2	19	367																															
SUN. 9.00A						90					B	4.5	19	393																															
TEEN WOLF						34	203	193	99	91	A	5.0	20	437																															
SAT. 10.30A						30					B	5.4	19	472																															
THIS WEEK-DAVID BRINKLEY						29	160	195	86	98	A	3.4	13	297																															

SUN.	11.30A	60	ABC	N							B	4.1	13	358
WHATRE MY TRUE COLORS(S)					158		76				A	1.9	8	166
1 SAT.	1.00P	30	ABC	PV										
WILDFIRE					34	197	198	96	97		A	2.9	16	253
SAT.	8.30A	30	CBS	CA							B	3.1	15	271
WUZZLES					33	201	203	98	98		A	1.7	12	149
SAT.	8.00A	30	ABC	CA							B	2.3	14	201

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,360 13.0					15,560 17.8				
	ABC TV						MACGYVER (R)					ABC MONDAY NIGHT MOVIE WHEN THE TIME COMES (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,390 9.6	9.3*		10.0*	11.1	11.0*		11.1*	11.1*	11.2*
	SHARE OF AUDIENCE %	{					16	16 *		16 *	18	17 *		17 *	18 *	19 *
	AVG. AUD. BY ¼ HR.	%					9.4	9.3	9.9	10.0	10.9	11.2	11.3	10.9	11.1	11.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				13,460 15.4		12,850 14.7		12,850 14.7		13,370 15.3		12,940 14.8		
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SUS-80)		NEWHART (R)		DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{				11,450 13.1		10,930 12.5		11,190 12.8		11,710 13.4		10,050 11.5	11.3*	11.8*
	SHARE OF AUDIENCE %	{				22		20		20		21		19	18 *	20 *
	AVG. AUD. BY ¼ HR.	%				12.3	13.9	12.2	12.7	12.6	13.0	12.8	13.9	11.0	11.5	11.5
	TOTAL AUDIENCE (Households (000) & %)	{				26,570 30.4								21,330 24.4		
	NBC TV						BOB HOPE'S BIRTHDAY							UNSOLVED MYSTERIES		
	AVERAGE AUDIENCE (Households (000) & %)	{				15,730 18.0	16.0*		18.8*		18.5*		18.7*	16,260 18.6	18.7*	18.4*
	SHARE OF AUDIENCE %	{				29	27 *		30 *		29 *		29 *	31	30 *	31 *
	AVG. AUD. BY ¼ HR.	%				15.6	16.5	18.3	19.4	18.6	18.4	18.6	18.9	18.6	18.9	18.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				18,700 21.4										
	ABC TV						ABC MONDAY NIGHT BASEBALL CALIFORNIA VS NY YANKEES ST. LOUIS VS CINCINNATI (MULTI-SEGMENT TELECAST)(SD)(CP)									
	AVERAGE AUDIENCE (Households (000) & %)	{				7,340 8.4	7.1*		7.7*		7.6*		8.6*		9.9*	9.6*
	SHARE OF AUDIENCE %	{				15	14 *		14 *		13 *		14 *		17 *	17 *
	AVG. AUD. BY ¼ HR.	%				7.4	6.7	7.6	7.8	7.6	7.6	8.6	8.6	9.9	9.9	9.4
	TOTAL AUDIENCE (Households (000) & %)	{				14,330 16.4		12,760 14.6		14,950 17.1		14,770 16.9		16,170 18.5		
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{				12,150 13.9		11,010 12.6		12,940 14.8		13,020 14.9		11,450 13.1	13.2*	13.0*
	SHARE OF AUDIENCE %	{				26		22		25		25		23	23 *	24 *
	AVG. AUD. BY ¼ HR.	%				13.6	14.3	12.5	12.7	14.5	15.1	14.8	15.1	13.3	13.2	13.2
	TOTAL AUDIENCE (Households (000) & %)	{				14,330 16.4		15,820 18.1		22,290 25.5						
	NBC TV						ALF (R)		VALERIE (R)		NBC MONDAY NIGHT MOVIES THE LONG HOT SUMMER, PART 1 (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				12,060 13.8		13,280 15.2		13,280 15.2		14.9*		14.9*	15.4*	15.5*
	SHARE OF AUDIENCE %	{				25		27		26		25 *		25 *	26 *	28 *
	AVG. AUD. BY ¼ HR.	%				12.8	14.8	14.8	15.6	14.7	15.1	14.8	15.0	15.2	15.5	15.4
TV HOUSEHOLDS USING TV			WK. 1	49.5	51.5	52.8	55.4	57.8	59.4	61.0	62.5	63.1	64.3	64.9	64.9	62.2
(See Def. 1)			WK. 2	49.4	50.7	50.5	51.8	53.5	55.5	56.4	57.8	58.8	59.5	59.6	60.0	59.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. JUNE 1, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 26, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,750 22.6		20,190 23.1		21,590 24.7							
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)						ABC THEATRE CRACKED UP (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						16,610 19.0		18,090 20.7		12,850 14.7		15.8*		14.4*		14.6*	14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 17.6	20.3	34 20.7	20.6	23 16.2	25 *	15.3	14.4	22 *	14.7	23 *	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,050 11.5				25,080 28.7							
	CBS TV							WEST 57TH (SD)							MISS UNIVERSE PAGEANT (9:00-11:04PM) (SD)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						6,030 6.9	7.2*		6.5*	13,550 15.5	12.0*			14.4*		16.7*	18.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						12 8.0	12 *	8.4	11 *	24 11.3	19 *	12.8	13.5	22 *	15.4	26 *	30 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,760 24.9								12,940 14.8			
	NBC TV										MATLOCK (R)						YOU ARE THE JURY	
	AVERAGE AUDIENCE (Households (000) & %)						12,760 14.6	12.9*		14.2*		15.6*			15.7*	9,440 10.8	10.9*	10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 12.8	22 *	13.0	23 *	15.4	24 *	15.9	16.2	24 *	17 11.3	17 *	17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,180 20.8		18,440 21.1		19,750 22.6				14,770 16.9			
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)				MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)	
	AVERAGE AUDIENCE (Households (000) & %)						15,120 17.3		16,080 18.4		14,250 16.3	16.2*			10,400 11.9	12.1*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 16.2	18.4	32 18.3	18.5	26 16.1	27 *	16.3	16.2	20 12.0	20 *	11.7	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,880 11.3				23,860 27.3							
	CBS TV							WEST 57TH (SD)							NBA FINALS GAME 1 BOSTON CELTICS VS LA LAKERS (9:00-11:27PM) (SD)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						5,590 6.4	6.7*		6.1*	12,060 13.8	11.6*			14.5*		14.2*	15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 7.1	12 *	5.9	10 *	23 10.2	20 *	13.0	14.3	23 *	14.1	23 *	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,560 17.8				20,890 23.9							
	NBC TV										MATLOCK (R)						MOVIE OF THE WEEK-TUESDAY THE LONG HOT SUMMER, PART 2 (R)	
	AVERAGE AUDIENCE (Households (000) & %)						12,320 14.1	12.9*		15.2*	12,940 14.8	13.3*			14.0*		15.7*	16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 12.2	23 *	14.9	26 *	25 13.5	22 *	13.0	13.6	22 *	15.7	26 *	28 *
TV HOUSEHOLDS USING TV WK. 1			51.8	53.2	53.4	55.8	57.6	58.9	60.7	62.0	63.4	64.9	65.8	65.6	63.7	63.5	62.8	60.8
(See Def. 1) WK. 2			50.5	51.3	50.8	52.7	54.6	56.5	57.6	59.1	60.0	62.2	62.6	63.0	60.5	59.7	58.1	56.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 2, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,590 14.4		13,110 15.0		19,490 22.3							
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)						HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8		11,360 13.0		12,240 14.0	12.9*		14.1*		14.4*		14.5*
	SHARE OF AUDIENCE %					22		23		23	22 *		23 *		24 *		25 *
	AVG. AUD. BY ¼ HR.					11.2	12.5	12.6	13.3	12.6	13.2	14.0	14.3	14.4	14.5	14.3	14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,720 15.7				14,680 16.8				15,120 17.3			
	CBS TV							MIKE HAMMER (R)(SUB-SD)				MAGNUM, P.I. (R)(SD)					EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)					9,610 11.0	10.4*		11.7*	11,010 12.6	11.4*		13.7*	11,710 13.4	13.6*		13.2*
	SHARE OF AUDIENCE %					20	19 *		20 *	21	19 *		22 *	23	23 *		23 *
	AVG. AUD. BY ¼ HR.					10.0	10.8	11.3	12.1	11.0	11.9	13.4	14.0	13.7	13.5	13.5	12.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5				13,980 16.0		13,110 15.0		14,250 16.3			
	NBC TV							DISNEY'S SPORT GOOFY		NIGHT COURT (R)		EASY STREET (R)					ST. ELSEWHERE
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.9*		10.7*	11,970 13.7		11,010 12.6		11,190 12.8	12.9*		12.7*
	SHARE OF AUDIENCE %					19	20 *		19 *	23		21		22	21 *		22 *
	AVG. AUD. BY ¼ HR.					10.8	11.0	10.6	10.8	13.3	14.2	12.4	12.8	12.9	12.9	12.7	12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9		14,160 16.2		16,870 19.3				9,700 11.1			
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)				MACGYVER (R)(SD)					HOTEL (R)
	AVERAGE AUDIENCE (Households (000) & %)					11,890 13.6		12,320 14.1		11,540 13.2	12.3*		14.1*	6,730 7.7			7.3*
	SHARE OF AUDIENCE %					26		26		23	22 *		24 *	14	14 *		14 *
	AVG. AUD. BY ¼ HR.					12.9	14.3	13.7	14.6	12.1	12.6	14.0	14.1	8.3	7.7	7.4	7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,800 13.5				11,270 12.9				14,510 16.6			
	CBS TV							MIKE HAMMER (R)(SUB-SD)				SHELL GAME (R)(SD)					EQUALIZER (R)
	AVERAGE AUDIENCE (Households (000) & %)					8,300 9.5	8.9*		10.1*	7,780 8.9	8.4*		9.3*	11,540 13.2	13.4*		13.0*
	SHARE OF AUDIENCE %					18	17 *		18 *	15	15 *		16 *	24	24 *		24 *
	AVG. AUD. BY ¼ HR.					8.9	8.9	9.7	10.4	8.5	8.4	9.1	9.4	13.2	13.6	13.1	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,850 14.7				15,820 18.1		12,940 14.8		18,530 21.2			
	NBC TV							HIGHWAY TO HEAVEN (R)		NIGHT COURT (R)		NOTHING IN COMMON SPECIAL					NBC NEWS SPECIAL
	AVERAGE AUDIENCE (Households (000) & %)					9,350 10.7	10.4*		11.0*	13,280 15.2		11,010 12.6		13,720 15.7	15.5*		15.9*
	SHARE OF AUDIENCE %					20	20 *		20 *	27		22		28	27 *		30 *
	AVG. AUD. BY ¼ HR.					10.4	10.5	10.8	11.2	14.6	15.8	12.8	12.3	15.1	15.9	15.7	16.2

TV HOUSEHOLDS USING TV	WK. 1	49.0	50.4	50.3	51.8	53.0	54.7	56.6	58.2	58.8	60.5	60.8	62.0	60.5	59.8	58.5	56.8
(See Def. 1)	WK. 2	47.5	49.1	50.0	51.2	51.4	52.3	53.5	55.6	56.3	57.8	58.5	58.5	57.1	56.4	54.5	53.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. JUNE 3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 28, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						7,250 8.3				11,800 13.5				19,050 21.8			
	ABC TV						OUR WORLD				JACK & MIKE (M)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						4,890 5.6	5.4*		5.8*	7,690 8.8	7.4*		10.2*	13,110 15.0	14.8*		15.2*
	SHARE OF AUDIENCE %						10	10 *		10 *	15	12 *		17 *	25	25 *		26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,930 12.5				25,350 29.0							
	CBS TV						SCARECROW & MRS. KING (SD)				NBA PLAYOFF GAME THUR BOSTON VS DETROIT (9:00-11:30PM) (SD)(X-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,780 8.9	8.5*		9.3*	12,500 14.3	11.5*		13.4*		14.2*		15.4*
	SHARE OF AUDIENCE %						16	16 *		17 *	24	20 *		22 *		23 *		25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						22,990 26.3		22,810 26.1		21,850 25.0		17,650 20.2		17,570 20.1			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS (R)		DAYS & NIGHTS- MOLLY DODD		L.A. LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)						19,750 22.6		20,100 23.0		18,620 21.3		14,510 16.6		12,760 14.6			14.7*
	SHARE OF AUDIENCE %						43		41		36		27		25			25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,220 9.4				9,790 11.2				17,130 19.6			
	ABC TV						OUR WORLD (R)				HEART OF THE CITY (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						5,680 6.5	6.6*		6.4*	6,560 7.5	7.1*		7.9*	10,580 12.1	12.3*		12.0*
	SHARE OF AUDIENCE %						12	12 *		11 *	13	12 *		14 *	21	21 *		21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,580 12.1				25,170 28.8							
	CBS TV						SCARECROW & MRS. KING (R)(SD)				NBA FINALS GAME 2 BOSTON CELTICS VS LA LAKERS (9:00-11:30PM) (SD)(X-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0	7.4*		8.6*	12,760 14.6	13.2*		15.8*		14.9*		15.7*
	SHARE OF AUDIENCE %						14	13 *		15 *	26	24 *		28 *		25 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						27,010 30.9		24,650 28.2		20,360 23.3		17,220 19.7		18,350 21.0			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS (R)		DAYS & NIGHTS- MOLLY DODD		L.A. LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)						22,990 26.3		21,760 24.9		17,310 19.8		14,330 16.4		13,280 15.2			15.7*
	SHARE OF AUDIENCE %						47		44		35		28		27			28 *
TV HOUSEHOLDS USING TV		WK. 1	47.6	47.9	48.2	49.6	51.9	53.7	54.9	56.9	58.5	60.6	61.1	61.5	60.8	60.0	58.7	56.9
(See Def. 1)		WK. 2	48.3	48.6	49.6	51.7	54.4	56.6	56.1	56.3	56.4	57.8	58.1	58.6	58.2	58.7	57.3	54.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. JUNE 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,350 10.7			9,960 11.4			13,460 15.4			11,890 13.6		
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(80)		AMERICAN FILM INSTITUTE SALUTE TO BARBARA STANWYCK (80)				ABC NEWS CLOSEUP ALCOHOL & COCAINE-THE SECRET OF ADDICTION			
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8			8,480 9.7			9,530 10.9	10.9*	11.0*	7,600 8.7	8.6*	8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.4	9.2	19 9.5	9.8	21 11.0	21* 10.8	21* 11.1	21* 10.8	18 8.3	17* 8.9	18* 8.7	18* 9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,100 12.7					8,300 9.5			9,530 10.9			
	CBS TV					SURVIVAL ANGLIA-P. BEAR (R)(80)				HARD COPY(B) (R)(80)				HARD COPY			
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3	8.0*			5,420 6.2	5.9*			6,820 7.8	7.6*	7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 7.5	17* 8.6	8.5	17* 8.6	12 5.5	11* 6.3	6.4	6.6	16 7.6	15* 7.6	16* 7.9	8.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,200 15.1					16,080 18.4			13,810 15.8			
	NBC TV					INCREDIBLE IDA EARLY				MIAMI VICE (R)				STINGRAY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,230 11.7	11.1*			11,820 13.3	13.0*			10,050 11.5	11.6*	11.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 10.8	24* 11.3	12.1	24* 12.5	26 12.8	25* 13.2	13.5	26* 13.5	23 11.9	23* 11.4	23* 11.7	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,650 9.9			8,650 9.9			11,800 13.5					
	ABC TV					SLEDGE HAMMER (R)		MR. BELVEDERE (R)(80)				ABC FRIDAY NIGHT MOVIE PLAYERS (R)(80)					
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0			7,600 8.7			5,860 6.7	6.5*	6.5*	6.7*	7.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.0	7.9	18 8.3	9.1	13 6.4	13* 6.5	6.5	13* 6.5	13* 6.9	13* 6.5	14* 6.9	7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,390 9.6			8,830 10.1			9,700 11.1			9,440 10.8		
	CBS TV					BUGS BUNNY BUSTIN OUT (R)		BUGS BUNNY MYSTERY SPEC. (R)(SLB-60)				DALLAS (R)(80)		HARD COPY			
	AVERAGE AUDIENCE (Households (000) & %)					6,820 7.8			7,340 8.4			6,120 7.0	6.8*	7.1*	6,470 7.4	7.5*	7.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 7.6	7.9	18 8.2	8.6	14 7.1	14* 6.6	7.2	14* 7.0	15 7.5	14* 7.5	15* 7.2	7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,360 13.0					17,130 19.1			11,810 13.2			
	NBC TV					STINGRAY (R)				MIAMI VICE (R)				ON THE EDGE			
	AVERAGE AUDIENCE (Households (000) & %)					8,040 9.2	8.6*			12,320 14.1	13.2*			11,710 13.4	13.7*	13.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 8.5	19* 8.7	9.6	20* 9.8	28 12.8	27* 13.5	14.6	29* 15.5	26 14.3	26* 13.0	26* 12.7	26* 13.4
TV HOUSEHOLDS USING TV		WK. 1	43.3	44.1	44.1	45.0	45.8	47.8	50.0	50.8	50.9	52.1	51.8	51.0	50.0	50.0	49.2
(See Def. 1)		WK. 2	43.9	44.6	45.0	44.8	45.0	45.9	46.9	48.5	49.1	50.3	51.3	52.3	52.2	51.7	49.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 30, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 1,490
(Households (000) & %) { 1.7
ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE { 1,570
(Households (000) & %) { 1.8
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 1.8

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) { 12.2*
SHARE OF AUDIENCE % 25*
AVG. AUD. BY ¼ HR. % 12.2 12.1 10.2

K

1

TOTAL AUDIENCE { 10,930
(Households (000) & %) { 12.5

NBC TV

AVERAGE AUDIENCE { 5,680
(Households (000) & %) { 6.5 7.8* 6.2* 5.1*
SHARE OF AUDIENCE % 19 20* 19* 19*
AVG. AUD. BY ¼ HR. % 8.1 7.5 6.6 5.7 5.2 5.1

← SATURDAY NIGHT →
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE { 1,660
(Households (000) & %) { 1.9
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.9

W

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 13,460
(Households (000) & %) { 15.4

NBC TV

AVERAGE AUDIENCE { 6,900
(Households (000) & %) { 7.9 9.0* 7.5* 6.8*
SHARE OF AUDIENCE % 24 24* 23* 24*
AVG. AUD. BY ¼ HR. % 9.1 8.9 7.8 7.2 7.1 6.1

← SATURDAY NIGHT →
(11:30-12:51PM)
(SUSTAINING 12:51-1:00AM)

TV HOUSEHOLDS USING TV	WK. 1	50.6	48.1	41.8	38.1	34.0	31.0	27.5	25.5	21.9	19.7	17.6	16.0	14.6	13.8	12.5	10.9
(See Def. 1)	WK. 2	46.8	43.4	39.1	37.2	33.1	31.3	28.6	26.5	22.7	20.2	17.6	16.3	15.2	13.7	12.2	11.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)															
	{ 14,070 16.1															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 6,640 7.6 7.0* 8.0* 7.4* 7.9* 9,000 10.3 10.8* 10.8* 9.8* 9.7*															
	SHARE OF AUDIENCE %															
	{ 15 15* 16* 14* 14* 17 18* 18* 16* 17*															
	AVG. AUD. BY % HR.															
	{ 6.8 7.2 8.1 8.0 7.5 7.3 8.0 7.9 10.8 10.9 10.9 10.6 10.1 9.5 9.9 9.5															
	DISNEY SUNDAY MOVIE WALT DISNEY WORLD'S 15TH BIRTHDAY CELEBRATION (R)(SD)															
	ABC SUNDAY NIGHT MOVIE RIVIERA (SD)															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	{ 21,590 24.7															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 16,340 18.7 18.0* 19.5* 19.7 19.5* 19.9* 13.3 12.6* 12.5* 13.6* 14.4*															
	SHARE OF AUDIENCE %															
	{ 39 39* 40* 35 36* 34* 22 21* 21* 23* 25*															
	AVG. AUD. BY % HR.															
	{ 16.8 19.2 19.2 19.7 19.2 19.8 20.0 13.2 12.1 12.3 12.8 13.5 13.7 14.2 14.7															
	60 MINUTES MURDER, SHE WROTE (R)(SD) CBS SUNDAY MOVIE SENTIMENTAL JOURNEY (R)(SD)															
	TOTAL AUDIENCE (Households (000) & %)															
	{ 8,830 10.1															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 5,510 6.3 5.8* 6.7* 7,780 8.9 8.0* 9.8* 13,020 14.9 13.1* 14.9* 15.8* 15.9*															
	SHARE OF AUDIENCE %															
	{ 13 13* 14* 16 15* 17* 25 22* 25* 26* 27*															
	AVG. AUD. BY % HR.															
	{ 5.8 5.9 6.4 7.1 7.7 8.2 9.4 10.2 12.1 14.0 14.7 15.1 15.7 16.0 15.8 16.1															
	A TEAM SPECIAL (R) OUR HOUSE (R) NBC SUNDAY NIGHT MOVIE TWO FATHERS' JUSTICE (R)															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	{ 15,030 17.2															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 8,390 9.6 8.3* 9.0* 10,3 10.3* 10.8* 11,270 12.9 10.9* 12.7* 13.6* 14.2*															
	SHARE OF AUDIENCE %															
	{ 19 18* 18* 20* 20* 20* 10.5 11.3 12.4 12.9 13.5 13.7 13.8 14.7															
	AVG. AUD. BY % HR.															
	{ 8.2 8.4 8.6 9.5 10.3 10.4 10.7 10.9 12.5 11.3 12.4 12.9 13.5 13.8 13.8 14.7															
	DISNEY SUNDAY MOVIE HELP WANTED: KIDS (R)(SD) ALEX: THE LIFE OF A CHILD (R)(SD)															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	{ 21,240 24.3															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 15,820 18.1 16.6* 19.5* 15,120 17.3 16.8* 17.7* 10,400 11.9 14.3* 12.6* 12.6* 12.0*															
	SHARE OF AUDIENCE %															
	{ 38 36* 39* 33 33* 33* 23 26* 22* 22* 22*															
	AVG. AUD. BY % HR.															
	{ 15.0 18.2 19.6 19.5 16.6 17.0 17.6 17.8 15.2 13.4 12.8 12.4 12.7 12.5 12.3 11.7															
	60 MINUTES MURDER, SHE WROTE (R)(SD) TONY AWARDS (9:00-11:37PM) (SD)															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	{ 7,170 8.2															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	{ 4,810 5.5 5.0* 5.9* 6,990 8.0 7.3* 8.6* 10,840 12.4 11.2* 12.6* 13.3* 12.6*															
	SHARE OF AUDIENCE %															
	{ 12 11* 12* 15 14* 16* 22 20* 22* 24* 23*															
	AVG. AUD. BY % HR.															
	{ 5.0 5.0 5.6 6.3 7.0 7.7 7.9 9.3 10.6 11.8 12.2 12.9 13.3 13.4 12.9 12.3															
	A TEAM SPEC (R) OUR HOUSE (R) NBC SUNDAY NIGHT MOVIE CRIME STORY (R)															

TV HOUSEHOLDS USING TV WK. 1	45.4	47.5	48.4	50.2	52.8	55.0	57.8	59.0	58.6	59.2	60.0	60.2	60.4	59.8	59.3	57.4
(See Def. 1) WK. 2	45.3	47.0	48.9	50.0	50.9	52.2	53.4	54.7	54.3	55.3	56.2	56.9	56.3	56.3	54.4	52.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		2,010 2.3		ABC WEEKEND REPORT-SUN.									
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,920 2.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		10 2.2											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		3,670 4.2		CBS SUNDAY NEWS-OSGOOD									
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		3,500 4.0											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		9 4.0											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		1,920 2.2		G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-1:00AM)									
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,840 2.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		7 2.1											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,190 2.5		ABC WEEKEND REPORT-SUN.									
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,100 2.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		10 2.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,270 2.6		CBS SUNDAY NEWS-OSGOOD (11:37-11:52PM) (OP)									
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,270 2.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20* 8											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,100 2.4		G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)									
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,010 2.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		7 2.3											

TV HOUSEHOLDS USING TV WK 1	48.2	41.9	33.4	29.9	26.6	23.7	20.5	18.1	15.8	13.4	11.4	9.9	8.5	7.7	7.3	7.0
(See Def. 1) WK. 2	47.0	42.6	35.7	31.9	26.8	23.5	20.8	19.1	17.0	15.3	13.1	11.6	10.6	9.4	8.5	7.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2				4,370 5.0										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0				3,580 4.1										
	SHARE OF AUDIENCE %			21				19										
	AVG. AUD. BY ¼ HR. %			4.0 4.0				4.0 4.1										
E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,060 3.5	4,810 5.5										2,970 3.4		3,060 3.5			
	CBS TV	CBS MORNING NEWS 7:00AM						MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS		
	AVERAGE AUDIENCE (Households (000) & %)	2,360 2.7	2,190 2.5	2.5*	2.6*	2.6*	2.6*	2.6*	2.6*	2,360 2.7	2,530 2.9							
	SHARE OF AUDIENCE %	16	12	13 *	12 *	12 *	12 *	12 *	12 *	12	13							
	AVG. AUD. BY ¼ HR. %	2.7 2.7	2.5 2.6	2.6	2.5	2.6	2.6	2.6	2.6	2.5 2.8	2.8 3.0							
E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,330 6.1				4,980 5.7						3,410 3.9		3,150 3.6		
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						SALE OF THE CENTURY		CLASSIC CONCENTRATION		
	AVERAGE AUDIENCE (Households (000) & %)			4,110 4.7				4,110 4.7						2,880 3.3		2,620 3.0		
	SHARE OF AUDIENCE %			25				21						15		13		
	AVG. AUD. BY ¼ HR. %			4.7 4.7				4.9 4.5						3.3 3.3		2.9 3.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2				4,200 4.8										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0				3,320 3.8										
	SHARE OF AUDIENCE %			21				18										
	AVG. AUD. BY ¼ HR. %			4.1 4.0				3.8 3.8										
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,710 3.1	4,370 5.0										3,500 4.0		3,580 4.1			
	CBS TV	CBS MORNING NEWS 7:00AM						MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS		
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.4	1,920 2.2	2.1*	2.1*	2.1*	2.4*	2.4*	2,880 3.3	3,060 3.5								
	SHARE OF AUDIENCE %	14	11	11 *	10 *	10 *	11 *	11 *	15	16								
	AVG. AUD. BY ¼ HR. %	2.4 2.4	2.2 2.2	2.2	2.1	2.1	2.3	2.5	3.1 3.4	3.4 3.7								
E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,420 6.2				5,240 6.0						3,670 4.2		3,230 3.7		
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						SALE OF THE CENTURY		CLASSIC CONCENTRATION		
	AVERAGE AUDIENCE (Households (000) & %)			4,370 5.0				4,200 4.8						3,060 3.5		2,710 3.1		
	SHARE OF AUDIENCE %			26				23						16		14		
	AVG. AUD. BY ¼ HR. %			5.0 5.1				4.9 4.7						3.4 3.5		3.1 3.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	12.6	14.4	15.9	17.5	19.2	20.6	21.0	21.5	22.4	22.8	23.2	23.1	22.2	22.7	22.7	23.2
		WK. 2	13.5	15.1	16.1	17.2	18.9	20.0	20.1	20.5	21.1	21.6	21.8	21.7	21.9	22.1	21.5	21.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

A 11

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W
E
E
K
1

TOTAL AUDIENCE (Households (000) & %)		{ 2,450 2.8		{ 2,450 2.8		{ 2,880 3.3		{ 4,370 5.0		{ 8,650 9.9		{ 8,130 9.3			
ABC TV		FAIR FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN >(BUS-60)		ONE LIFE TO LIVE (SO)			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,010 2.3		{ 1,920 2.2		{ 2,450 2.8		{ 3,670 4.2		{ 6,730 7.7		{ 6,380 7.3		{ 7.2*	
SHARE OF AUDIENCE %		{ 10		{ 9		{ 11		{ 15		{ 26		{ 26		{ 25 *	
AVG. AUD. BY 1/4 HR.		{ 2.4		{ 2.3		{ 2.1		{ 2.3		{ 2.8		{ 2.9		{ 4.1	
TOTAL AUDIENCE (Households (000) & %)		{ 5,330 6.1		{ 6,640 7.6		{ 8,740 10.0		{ 4,980 5.7		{ 6,290 7.2		{ 7.2*		{ 7.5*	
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SO)		YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL >(BUS-OP)		AS THE WORLD TURNS					
AVERAGE AUDIENCE (Households (000) & %)		{ 4,460 5.1		{ 5,590 6.4		{ 6,640 7.6		{ 7.3*		{ 7.8*		{ 5.0		{ 5.7*	
SHARE OF AUDIENCE %		{ 22		{ 27		{ 28		{ 28 *		{ 17		{ 20 *		{ 21 *	
AVG. AUD. BY 1/4 HR.		{ 4.9		{ 5.5		{ 6.2		{ 6.6		{ 7.8		{ 7.9		{ 5.1	
TOTAL AUDIENCE (Households (000) & %)		{ 5,940 6.8		{ 4,630 5.3		{ 3,410 3.9		{ 2,970 3.4		{ 7,430 8.5		{ 5,770 6.6		{ 6.0*	
NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SO)			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,070 5.8		{ 3,850 4.4		{ 2,880 3.3		{ 2,620 3.0		{ 5,590 6.4		{ 4,460 5.1		{ 5.2*	
SHARE OF AUDIENCE %		{ 25		{ 18		{ 13		{ 11		{ 22		{ 22 *		{ 18 *	
AVG. AUD. BY 1/4 HR.		{ 5.7		{ 5.9		{ 4.4		{ 4.4		{ 3.2		{ 3.4		{ 2.9	

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)		{ 3,500 4.0		{ 2,620 3.0		{ 2,710 3.1		{ 3,760 4.3		{ 7,780 8.9		{ 7,780 8.9			
ABC TV		WHO'S THE BOSS? M-F		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,880 3.3		{ 2,190 2.5		{ 2,270 2.6		{ 3,150 3.6		{ 5,860 6.7		{ 6,120 7.0		{ 6.8*	
SHARE OF AUDIENCE %		{ 15		{ 11		{ 11		{ 14		{ 25		{ 26 *		{ 25 *	
AVG. AUD. BY 1/4 HR.		{ 3.3		{ 3.3		{ 2.4		{ 2.5		{ 2.6		{ 2.7		{ 3.6	
TOTAL AUDIENCE (Households (000) & %)		{ 5,590 6.4		{ 6,730 7.7		{ 8,650 9.9		{ 4,980 5.7		{ 6,820 7.8					
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS					
AVERAGE AUDIENCE (Households (000) & %)		{ 4,720 5.4		{ 5,680 6.5		{ 6,470 7.4		{ 7.1*		{ 7.7*		{ 5.1		{ 5,420 6.2	
SHARE OF AUDIENCE %		{ 24		{ 29		{ 30		{ 29 *		{ 30 *		{ 19		{ 23	
AVG. AUD. BY 1/4 HR.		{ 5.2		{ 5.5		{ 6.4		{ 6.7		{ 6.9		{ 7.3		{ 7.6	
TOTAL AUDIENCE (Households (000) & %)		{ 5,590 6.4		{ 4,630 5.3		{ 3,060 3.5		{ 3,150 3.6		{ 7,170 8.2		{ 5,420 6.2			
NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 4,810 5.5		{ 3,850 4.4		{ 2,620 3.0		{ 2,530 2.9		{ 5,420 6.2		{ 4,110 4.7		{ 4.8*	
SHARE OF AUDIENCE %		{ 25		{ 19		{ 12		{ 12		{ 23		{ 22 *		{ 24 *	
AVG. AUD. BY 1/4 HR.		{ 5.4		{ 5.5		{ 4.3		{ 4.8		{ 3.0		{ 3.1		{ 2.9	

TV HOUSEHOLDS USING TV WK. 1	23.4	23.9	24.2	24.9	26.6	27.8	27.4	28.0	29.1	29.4	28.3	28.1	28.1	28.4	28.3	28.8
(See Def. 1) WK. 2	22.2	22.6	22.9	23.5	25.1	25.9	25.4	25.7	26.4	27.1	26.7	26.6	26.4	26.9	27.3	27.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,740 10.0		GENERAL HOSPITAL												9,880 11.3 ABC WORLD NEWS TONIGHT
	ABC TV																8,480 9.7 21 9.5 9.8
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,730 7.7														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 26 7.6														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,290 7.2		GUIDING LIGHT (TU-F)(S)(OP) (SD)(SUS-SD)												9,790 11.2 CBS EVENING NEWS- RATHER
	CBS TV																8,300 9.5 21 9.4 9.5
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,720 5.4														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 19 5.3														
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,330 6.1		SANTA BARBARA												10,490 12.0 NBC NIGHTLY NEWS
	NBC TV																9,000 10.3 22 10.1 10.5
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,850 4.4														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 15 4.3														
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 8,480 9.7		GENERAL HOSPITAL												9,260 10.6 ABC WORLD NEWS TONIGHT
	ABC TV																8,040 9.2 20 9.0 9.4
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,640 7.6														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 27 7.3														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 6,470 7.4		GUIDING LIGHT (SD)(SUS-SD)												9,350 10.7 CBS EVENING NEWS- R
	CBS TV																7,950 9.1 20 9.1 9.0
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,240 6.0														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 21 5.9														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,890 5.8		SANTA BARBARA												10,750 12.3 NBC NIGHTLY NEWS
	NBC TV																9,180 10.5 23 10.4 10.6
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,580 4.1														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ 14 3.9														

TV HOUSEHOLDS USING TV	WK. 1	28.5	29.3	30.1	31.1	31.8	33.3	34.5	35.7	36.9	39.1	39.6	41.2	43.3	45.1	45.8	47.1
(See Def. 1)	WK. 2	27.8	29.1	29.9	30.8	31.0	32.8	33.5	34.3	35.4	37.7	39.1	41.1	43.6	45.4	46.0	47.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 87,400,000

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

1,400
1.6
WUZZLES

2,360
2.7
CARE BEAR
FAMILY

3,060
3.5
FLINTSTONE
KIDS 1

3,230
3.7
FLINTSTONE
KIDS 2

3,930
4.5
REAL
GHOSTBUSTERS

3,500
4.0
POUND PUPPIES

1,220
1.4
10
1.4

2,010
2.3
13
2.4

2,710
3.1
15
3.0

2,620
3.0
13
2.8

3,500
4.0
17
3.7

2,800
3.2
13
3.4

2,800
3.2
BERENSTAIN
BEARS

2,800
3.2
WILDFIRE

5,330
6.1
MUPPET BABIES

4,810
5.5
PEE WEE'S
PLAYHOUSE

4,890
5.6
TEEN WOLF

2,360
2.7
18
2.3

2,450
2.8
15
2.6

3,670
4.2
19
3.7

4.0*
19*
4.3

4.4*
19*
4.4

3,930
4.5
19
4.4

3,500
4.0
KISSYFUR

4,630
5.3
GUMMI BEARS
(SD)

5,420
6.2
SMURFS I

5,860
6.7
SMURFS II

6,380
7.3
SMURFS III
(SD)

5,420
6.2
ALVIN AND THE
CHIPMUNKS

2,530
2.9
20
2.5

3,850
4.4
24
4.1

4,630
5.3
25
5.1

4,980
5.7
25
5.7

5,160
5.9
25
6.2

4,720
5.4
22
5.3

2,190
2.5
WUZZLES

2,880
3.3
CARE BEAR
FAMILY

3,500
4.0
FLINTSTONE
KIDS 1

4,280
4.9
FLINTSTONE
KIDS 2

3,760
4.3
REAL
GHOSTBUSTERS

2,970
3.4
POUND PUPPIES

1,660
1.9
13
1.6

2,100
2.4
14
2.2

2,970
3.4
16
3.2

3,670
4.2
18
3.8

3,150
3.6
15
3.6

2,530
2.9
12
2.8

2,100
2.4
BERENSTAIN
BEARS

3,150
3.6
WILDFIRE

6,210
7.1
MUPPET BABIES

6,290
7.2
PEE WEE'S
PLAYHOUSE

5,680
6.5
TEEN WOLF

1,840
2.1
15
2.1

2,530
2.9
17
2.5

4,460
5.1
23
3.8

4.4*
21*
4.9

5.8*
25*
8.0

5,240
6.0
24
5.8

3,500
4.0
KISSYFUR

4,110
4.7
GUMMI BEARS
(SD)

5,330
6.1
SMURFS I

5,330
6.1
SMURFS II

5,330
6.1
SMURFS III
(SD)

5,860
6.7
ALVIN AND THE
CHIPMUNKS

2,710
3.1
22
3.0

3,500
4.0
23
3.8

4,370
5.0
23
5.1

4,200
4.8
20
5.0

4,370
5.0
20
5.0

5,070
5.8
23
5.7

WK. 1
8.7
6.5

9.6
10.4

10.3
11.5

12.5
12.9

15.0
14.7

17.4
16.7

19.1
18.3

19.6
20.3

20.9
21.7

22.2
23.1

23.3
23.4

23.5
24.6

24.4
25.4

25.0
25.8

25.3
25.6

25.9
26.0

For explanation of symbols, See page A.

DAY SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.6		3,230 3.7		2,620 3.0		2,100 2.4		2,270 2.6							
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE BOLD CAPEER		HEALTH SHOW		WHAT'RE MY TRUE COLORS?							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,230 3.7		2,450 2.8		2,190 2.5		1,570 1.8		1,660 1.9							
	SHARE OF AUDIENCE %	{	15		11		10		7		8							
	AVG. AUD. BY ¼ HR.	{	3.3	4.1	3.1	2.6	2.3	2.6	1.8	1.9	2.0	1.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,150 3.6		2,360 2.7		2,360 2.7		2,190 2.5		4,280 4.9				6,380 7.3			
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2		CBS SPORTS SAT SPEC ED.		MEMORIAL GOLF TOURN.-SAT (2:00-3:30PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,620 3.0		2,010 2.3		1,750 2.0		1,840 2.1		1,840 2.1	2.2*		2.1*	2,970 3.4	2.8*		3.0*
	SHARE OF AUDIENCE %	{	12		9		8		8		8	9*		8*	13	11*		11*
	AVG. AUD. BY ¼ HR.	{	3.0	3.0	2.2	2.3	1.9	2.1	2.2	2.0	2.3	2.1	2.0	2.2	2.7	2.9	3.0	3.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5		4,630 5.3		3,670 4.2		2,880 3.3									
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (80)		LAZER TAG ACADEMY		KIDDO VIDEO									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,480 5.1		3,760 4.3		2,880 3.3		2,270 2.6									
	SHARE OF AUDIENCE %	{	20		17		13		10									
	AVG. AUD. BY ¼ HR.	{	5.3	5.0	4.3	4.4	3.2	3.5	2.7	2.4								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,280 4.9		3,230 3.7		3,060 3.5		1,310 1.5		4,540 5.2							
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS(B) CAPTAIN R. REETS DR. JEKYLL & MR. HYDE		HEALTH SHOW		MCDONALD'S LPGA TOURN.-SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,410 3.9		2,710 3.1		2,450 2.8		960 1.1		1,660 1.9	1.7*		1.9*		1.8*		2.3*
	SHARE OF AUDIENCE %	{	15		12		11		4		8	7*		8*		7*		9*
	AVG. AUD. BY ¼ HR.	{	3.7	4.1	3.1	3.1	2.8	2.8	1.2	1.1	1.6	1.7	1.8	1.9	1.7	1.9	2.2	2.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.6		3,760 4.3		2,270 2.6		2,800 3.2									
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,320 3.8		2,880 3.3		1,840 2.1		2,100 2.4									
	SHARE OF AUDIENCE %	{	15		13		8		9									
	AVG. AUD. BY ¼ HR.	{	3.8	3.8	3.4	3.3	2.0	2.2	2.3	2.4								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,420 6.2		5,070 5.8		8,480 9.7											
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (60)		FRENCH OPEN TENNIS-SA											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280 4.9		4,370 5.0		3,060 3.5	3.0*	3.4*		3.7*		3.5*		4.0*		3.2*	
	SHARE OF AUDIENCE %	{	19		20		14	12*	14*		15*		14*		16*		12*	
	AVG. AUD. BY ¼ HR.	{	5.0	4.8	4.8	5.1	3.1	3.0	3.3	3.4	3.8	3.6	3.7	3.4	3.8	4.2	3.7	2.8
TV HOUSEHOLDS USING TV WK. 1			25.4	25.7	26.2	26.3	25.1	25.8	25.6	25.3	24.4	25.0	25.6	26.0	26.0	26.9	26.9	28.0
(See Def. 1) WK. 2			26.3	26.7	26.0	26.3	25.6	25.7	25.2	25.8	25.2	25.5	26.0	25.5	24.5	26.0	26.5	25.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)								5,860 6.7								8,300 9.5	
	ABC TV								ABC WIDE WORLD-SPORTS SAT								ABC WORLD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)								2,620 3.0	2.5*		3.1*		3.5*			6,900 7.9	
	SHARE OF AUDIENCE %								8	7*		9*		9*			19	
	AVG. AUD. BY 1/4 HR. %								2.4	2.7	3.0	3.1	3.2	3.8			7.6	8.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				22,290 25.5												7,690 8.8	
	CBS TV				MEMORIAL GOLF TOURN.-SAT (2:00-3:30PM)				NBA PLAYOFF GAME-SAT. DETROIT VS BOSTON (3:30-8:20PM)								CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)				11,890												6,640 7.6	
	SHARE OF AUDIENCE %				13.6												44*	
	AVG. AUD. BY 1/4 HR. %				9.0												7.9	7.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		3,930 4.5	11,970 13.7													6,210 7.1	
	NBC TV		(1) (-OP)						NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS LOS ANGELES BOSTON VS CHICAGO WHITE SOX (MULTI-SEGMENT TELECAST)(OP)(-OP)								NBC NIGHTLY NEWS- SAT. (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		3,850 4.4	3,930 4.5													4,810 5.5	
	SHARE OF AUDIENCE %		16	13													14	
	AVG. AUD. BY 1/4 HR. %		4.4	5.0	4.8												5.7	5.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		6,380 7.3						14,250 16.3								6,380 7.3	
	ABC TV								ABC WIDE WORLD-SPTS SPEC								BELMONT STAKES (6:30-8:01PM)	
	AVERAGE AUDIENCE (Households (000) & %)		2,800 3.2						7,780 8.9								5,510 6.3	
	SHARE OF AUDIENCE %		12						26								16	
	AVG. AUD. BY 1/4 HR. %		3.0	3.0*	3.0				5.9	7.3	8.6	9.5	12.0	9.9	8.9		6.3	6.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)								6,580 7.5								5,680 6.5	
	CBS TV								KEMPER OPEN-SAT.								CBS SAT. NEWS-	
	AVERAGE AUDIENCE (Households (000) & %)								2,360 2.7								4,460 5.1	
	SHARE OF AUDIENCE %								8								14	
	AVG. AUD. BY 1/4 HR. %								3.1	2.9	2.4	2.3	2.5	2.6	2.8	3.4	4.9	5.4
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		3,500 4.0	13,280 15.2													4,460 5.1	
	NBC TV		(1) (-OP)						NBC MAJOR LEAGUE BASEBALL LA VS CINCINNATI DETROIT VS BOSTON (MULTI-SEGMENT TELECAST)(OP)(-OP)								NBC NIGHTLY NEWS- SAT (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		3,230 3.7	4,810 5.5													3,670 4.2	
	SHARE OF AUDIENCE %		15	17													11	
	AVG. AUD. BY 1/4 HR. %		3.7	4.1	4.7												4.3	4.1
TV HOUSEHOLDS USING TV			20.5	28.3	37.7	44.1	50.2	56.4	62.2	68.8	73.4	78.5	80.9	82.5	82.0	81.4	80.2	
TV SETS IN USE			20.2	28.0	37.4	43.8	49.9	56.0	62.8	69.4	74.0	79.1	81.7	83.2	82.7	82.2	81.7	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV WK. 1	7.1	8.3	9.3	10.4	12.6	14.7	17.1	18.8	20.0	21.7	22.8	23.7	24.3	24.5	24.8	25.2
(See Def. 1) WK. 2	7.4	8.5	9.6	10.5	13.0	14.6	15.7	17.1	19.7	22.0	22.6	23.9	25.1	25.3	25.2	25.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1987

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,380 7.3											5,510 6.3
	ABC TV									CHRYSLER PRES. GRAND PRIX								ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)						2,530 2.9	3.0*	3.0*		3.0*		3.0*		2.8*			4,460 5.1
	SHARE OF AUDIENCE %						8	9 *	9 *		8 *		8 *		8 *		13	5.3
	AVG. AUD. BY ¼ HR.						3.2	2.8	3.0	2.9	3.1	2.9	2.8	2.8			5.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		9,960 11.4												5,940 6.8			
	CBS TV									MEMORIAL GOLF TOURN.-SUN								CBS EVENING NEWS- SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)		3,760 4.3	3.6*		3.8*		4.3*		4.8*		5.0*		4.0*	4,890 5.6			
	SHARE OF AUDIENCE %		13	12 *		12 *		13 *		14 *		14 *		12 *	14		5.8	
	AVG. AUD. BY ¼ HR.		3.8	3.5	3.6	4.0	4.0	4.5	4.8	4.9	5.0	5.0	4.2	3.9	5.4			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)										5,590 6.4							8,220 9.4
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)										2,800 3.2	2.8*		3.2*		3.6*		6,730 7.7
	SHARE OF AUDIENCE %										9	8 *		9 *		10 *		19
	AVG. AUD. BY ¼ HR.		2.1	2.3	2.4	2.3	2.3	2.3	2.4	3.1	3.1	3.3	3.7	3.5			7.7	7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,620 3.0															6,120 7.0
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		1,310 1.5	1.6*		1.5*		1.5*		1.3*	1,920 2.2	1.7*		2.6*				4,630 5.3
	SHARE OF AUDIENCE %		4	5 *		5 *		5 *		4 *	6	5 *		7 *			13	5.6
	AVG. AUD. BY ¼ HR.		1.8	1.5	1.5	1.5	1.5	1.5	1.3	1.3	1.7	1.7	2.5	2.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,510 16.6											3,670 4.2
	CBS TV																	CBS EVENING NEWS-SU (B) (OP)
	AVERAGE AUDIENCE (Households (000) & %)						5,680 6.5	7.7*		6.4*		6.2*		6.1*		6.4*		3,060 3.5
	SHARE OF AUDIENCE %						19	23 *		19 *		19 *		17 *		17 *		8
	AVG. AUD. BY ¼ HR.		15.2	15.7	8.3	7.2	8.6	6.2	6.0	5.9	6.2	6.1	5.9	6.2	6.5	6.4	3.6	3.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)										8,740 10.0							6,820 7.8
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)										4,980 5.7	4.7*		5.6*		6.5*		5,590 6.4
	SHARE OF AUDIENCE %										17	14 *		17 *		18 *		16
	AVG. AUD. BY ¼ HR.										4.0	5.3	5.4	5.8	6.1	6.9	6.6	6.2
TV HOUSEHOLDS USING TV			WK. 1	30.3	31.1	31.4	32.4	32.7	34.1	34.8	35.3	36.2	36.9	36.2	36.4	38.9	40.8	41.2
(See Def. 1)			WK. 2	33.9	34.5	32.2	32.0	32.5	33.2	34.1	34.5	34.3	36.3	37.2	39.1	40.9	41.2	42.2

U.S. TV Households: 87,400,000

(1) NBA FINALS GAME 3, LA LAKERS VS BOSTON CELTICS, /CBS, (1:00-3:33PM)(5)

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	2	8.00-11.11PM	-GRID 11.00														
ABC ABC NEWSBRIEF-MON	2	8.05- 8.06PM	8.00														
	1	9.47- 9.48PM	9.45	7,170	8.2	7,170	8.2	13	8.2								
CBS WE THE PEOPLE SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.54- 9.55PM	9.45	9,090	10.4	9,090	10.4	16	10.4								
	2	9.58- 9.59PM	9.45														
CBS MISS UNIVERSE PAGEANT(S)	1	9.00-11.04PM	+GRID 11.00	25,080	28.7	13,550	15.5	24	17.5								
CBS NBA FINALS GAME 1(S)	2	9.00-11.27PM	-GRID 11.00 11.15														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	8,910	10.2	8,910	10.2	18	10.2								
ABC ABC NEWSBRIEF-WED	1	9.57- 9.58PM	9.45	9,880	11.3	9,880	11.3	18	11.3								
	2	9.58- 9.59PM	9.45														
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45														

EVENING THURSDAY														
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	7,430	8.5	7,430	8.5	14	8.5	5,510	6.3	5,510	6.3	11
CBS NBA FINALS GAME 2(S)	2	9.00-11.30PM	-GRID 11.00 11.15							25,170	28.8	12,760	14.6	26
													13.6*	26*
CBS NBA PLAYOFF GAME THUR(S)	1	9.00-11.36PM	-GRID 11.00 11.15 11.30	25,350	29.0	12,500	14.3	24	17.3					15.2 12.0
							17.3*	31*	17.2					
							13.0*	27*	13.0					
EVENING FRIDAY														
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	6,290	7.2	6,290	7.2	14	7.2	5,590	6.4	5,590	6.4	14
	2	8.42- 8.43PM	8.30											6.4
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	6,030	6.9	6,030	6.9	14	6.9	4,980	5.7	4,980	5.7	11
	2	10.00-10.01PM	10.00											5.7
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45											
EVENING SATURDAY														
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	5,240	6.0	5,240	6.0	13	6.0	5,420	6.2	5,420	6.2	14
ABC ABC SPORTS UPDATE-SAT	1	9.58- 9.59PM	9.45	5,680	6.5	5,680	6.5	12	6.5					6.2
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	5,680	6.5	5,680	6.5	14	6.5	5,160	5.9	5,160	5.9	13
	2	8.51- 8.52PM	8.45											5.9
CBS NEWSBREAK-SAT.	1	9.56- 9.57PM	9.45	6,990	8.0	6,990	8.0	15	8.0	5,070	5.8	5,070	5.8	12
	2	9.49- 9.50PM	9.45											5.8

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	5,680	6.5	5,680	6.5	11	6.5			7,430	8.5	7,430	8.5	16	8.5		
ABC ABC NEWSBRIEF-SUN.	1	9.47- 9.49PM	9.45	8,300	9.5	8,220	9.4	16	9.4			9,530	10.9	9,440	10.8	19	10.8		
	2	9.53- 9.55PM	9.45																
CBS SPORTSBREAK-SUN	1	8.31- 8.32PM	8.30	14,600	16.7	14,600	16.7	29	16.7			13,110	15.0	13,110	15.0	28	15.0		
	2	8.30- 8.31PM	8.30									23,770	27.2	10,400	11.9	23	8.8	8.8*	25*
CBS TONY AWARDS(S)	2	9.00-11.37PM	GRID 11.30																
CBS NEWSBREAK-SUN.	1	9.52- 9.53PM	9.45	7,690	8.8	7,690	8.8	15	8.8			7,430	8.5	7,430	8.5	15	8.5		
	2	9.50- 9.51PM	9.45																
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	9,090	10.4	7,430	8.5	23	9.0 8.1 8.2	M-F M-F THU.		5,860	6.7	4,630	5.3	15	5.8 4.8 3.8	TU-F TU-F THU.	
ABC ABC NEWS:NIGHTLINE-MON.	2	11.48-12.12AM	11.45 12.00									4,810	5.5	4,280	4.9	16	5.3 4.5	MON. MON.	
ABC ABC NEWS:NIGHTLINE-FRI	2	12.00- 3.47AM	12.00 12.15 12.30 12.45									9,700	11.1	3,850	4.4 6.2*	24 20*	6.2 6.1 6.2 5.9	FRI. FRI. FRI. FRI.	

			1.00 1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45																
ABC ABC NEWS:NIGHTLINE-TUE	1	12.00-12.30AM	12.00 12.15	6,730	7.7	5,940	6.8	23	7.3 6.4	TUE. TUE.									
ABC ABC NEWS:NIGHTLINE-WED	1	12.00-12.42AM	12.00 12.15 12.30	14,420	16.5	11,800	13.5	44	14.7 14.0* 12.1*	WED. WED. WED.									
ABC MONDAY SPORTSNITE	2	12.12- 1.11AM	12.00 12.15 12.30 12.45 1.00									2,710	3.1	1,660	1.9 2.3*	9 9*	2.7 2.2 1.9 1.7 1.5	MON. MON. MON. MON. MON.	
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,430	8.5	7,430	8.5	14	8.5	TU&TH		8,040	9.2	8,040	9.2	16	9.2	MTUTH	
CBS NEWSBREAK-M-F		>	9.45 10.00 10.15	8,130	9.3	7,950	9.1	15	7.7 11.4 11.5	M-F TUE. THU.		7,520	8.6	7,780	8.9	15	6.8	M-F	
CBS CBS LATE NIGHT I CONT'D		>	11.30	4,810	5.5	3,410	3.9	14	4.2	M-TH		4,980	5.7	3,760	4.3	18	11.1 4.9	TU&TH M-TH	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONTD			11.45			3.9*	11*	3.8	M-W				4.7*	15*	4.5	M-W	
CBS CBS LATE NIGHT I-CONTD			12.00					3.9	M-TH						4.4	M-TH	
			12.15			3.8*	14*	3.8	M-TH				4.3*	18*	4.2	M-TH	
			12.30					3.8	M-TH						4.1	M-TH	
			12.45			4.0*	19*	4.1	M-TH				3.9*	20*	3.7	M-TH	
			1.00			3.9*	24*	3.9	THU.				3.5*	21*	3.6	TU&TH	
CBS KEEP ON CRUISING	11.30-12.30AM		11.30	4,370	5.0	2,270	2.6	8	3.5	FRI.	3,230	3.7	2,010	2.3	7	2.9	FRI.
			11.45			3.3*	9*	3.0	FRI.				2.6*	7*	2.4	FRI.	
			12.00					2.2	FRI.						2.1	FRI.	
			12.15			1.9*	7*	1.7	FRI.				2.0*	7*	1.9	FRI.	
CBS CBS LATE NIGHT II	>		12.30	2,710	3.1	2,100	2.4	14	2.7	M-F	3,060	3.5	2,360	2.7	16	2.9	M-F
			12.45			2.4*	12*	2.5	MTUWF				2.6*	12*	2.5	MWF	
			1.00					2.5	M-F						2.7	M-F	
			1.15			2.3*	14*	2.1	M-F				2.7*	17*	2.6	M-F	
			1.30					2.7	THU.						2.9	TU&TH	
			1.45			2.5*	20*	2.2	THU.				2.9*	22*	2.9	TU&TH	
			2.00					1.3	THU.								
CBS CBS NEWS NIGHTWATCH-1	VARIOUS TIMES	(SUS)	>	870	1.0	790	.9	9	1.0	M-WSU	1,050	1.2	870	1.0	9	1.1	M-WSU
			2.15						.9	M-WSU						1.0	M-WSU
CBS CBS NEWS NIGHTWATCH-2	2.30- 3.00AM	-GRID		1,220	1.4	1,140	1.3	16		M-THSU	1,570	1.8	1,400	1.6	18		M-THSU

CBS CBS NEWS NIGHTWATCH-3	3.00- 6.00AM		2.30						1.3	M-THSU						1.6	M-THSU
			2.45						1.3	M-THSU						1.5	M-THSU
			3.00	1,840	2.1	960	1.1	19	1.4	M-THSU	2,100	2.4	1,140	1.3	21	1.7	M-THSU
			3.15				1.3*	18*	1.3	M-THSU				1.6*	21*	1.6	M-THSU
			3.30						1.3	M-THSU						1.6	M-THSU
			3.45				1.3*	21*	1.2	M-THSU				1.5*	22*	1.4	M-THSU
			4.00						1.1	M-THSU						1.3	M-THSU
			4.15				1.1*	20*	1.1	M-THSU				1.3*	21*	1.3	M-THSU
			4.30						1.1	M-THSU						1.2	M-THSU
			4.45				1.0*	20*	1.0	M-THSU				1.2*	22*	1.2	M-THSU
			5.00						1.1	M-THSU						1.2	M-THSU
			5.15				1.0*	20*	1.1	M-THSU				1.2*	22*	1.2	M-THSU
			5.30						1.1	M-THSU						1.2	M-THSU
			5.45				1.1*	22*	1.1	M-THSU				1.2*	22*	1.2	M-THSU
NBC TONIGHT SHOW	11.30-12.30AM		11.30	9,960	11.4	5,770	6.6	20	7.4	M-F	9,610	11.0	5,590	6.4	20	7.4	M-F
			11.45				7.2*	19*	6.9	M-F				6.9*	19*	6.5	M-F
			12.00						6.8	M-F						6.4	M-F
			12.15				6.1*	21*	5.4	M-F				5.9*	21*	5.4	M-F
NBC DAVID LETTERMAN I	12.30- 1.00AM		12.30	4,370	5.0	3,580	4.1	19	4.3	M-TH	4,280	4.9	3,580	4.1	20	4.3	M-TH
			12.45						3.9	M-TH						3.9	M-TH
NBC FRIDAY NIGHT VIDEOS	12.30- 2.00AM		12.30	4,370	5.0	2,010	2.3	12	3.9	FRI.	5,940	6.8	3,410	3.9	17	4.6	FRI.
			12.45				3.4*	14*	3.0	FRI.				4.3*	16*	4.0	FRI.
			1.00						2.4	FRI.						4.0	FRI.
			1.15				2.1*	11*	1.8	FRI.				4.0*	18*	4.1	FRI.
			1.30						1.6	FRI.						3.4	FRI.
			1.45				1.5*	10*	1.4	FRI.				3.2*	18*	3.0	FRI.
NBC DAVID LETTERMAN II CONT'D	1.00- 1.30AM		1.00	3,320	3.8	2,620	3.0	18	3.3	M-TH	3,500	4.0	2,970	3.4	21	3.6	M-TH

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II-CONT'D			1.15						2.6	M-TH							3.1	M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,220	1.4	1,140	1.3	14	1.3	M-F		1,310	1.5	1,220	1.4	15	1.4	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,840	2.1	1,840	2.1	15	2.1	M-F		2,270	2.6	2,190	2.5	18	2.5	M-F	
ABC ABC SPECIAL REPORT-1:46P(SUS)	1	1.46- 1.55PM	1.45							FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	6,640	7.6	6,210	7.1	25	7.2	M-F		5,940	6.8	5,940	6.8	25	6.8	M-F	
	2	2.58- 2.59PM	2.45									6,730	7.7	4,460	5.1	17*	5.0	WED.	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00												5.1*	17*	5.2	WED.	
			4.15														4.9	WED.	
			4.30														5.1	WED.	
			4.45														5.1	WED.	
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,840	2.1	1,490	1.7	17	1.5	M-F		1,660	1.9	1,310	1.5	14	1.4	M-F	
			6.45						1.8	M-F							1.5	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,890	5.6	4,630	5.3	22	5.3	M-F		4,890	5.6	4,720	5.4	23	5.4	M-F	
CBS REAGAN:PERSIAN GULF(SUS)	1	1.45- 1.56PM	1.45							FRI.									
CBS NBA PLAYOFF GAME-MON.(S)	1	3.00- 5.35PM	3.00	14,770	16.9	6,990	8.0	22	7.0	MON.									
			3.15					7.0*	7.0	MON.									
			3.30						7.5	MON.									

			3.45					7.5* 22*	7.6	MON.									
			4.00						8.0	MON.									
			4.15					8.0* 23*	7.9	MON.									
			4.30						8.3	MON.									
			4.45					8.5* 23*	8.8	MON.									
			5.00						9.1	MON.									
			5.15					9.0* 23*	9.0	MON.									
			5.30						7.6	MON.									
CBS NEWSBREAK-3.44		>	3.30	4,110	4.7	4,110	4.7	17	4.7	TU-F		4,460	5.1	4,460	5.1	18	5.1	M-F	
			3.45						4.8	TU-F									
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	3,760	4.3	3,760	4.3	15	4.3	W & F		3,930	4.5	3,930	4.5	16	4.5	MWF	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.00- 5.00PM	4.00									6,380	7.3	4,200	4.8	14	4.2	TUE.	
			4.15												4.4*	13*	4.6	TUE.	
			4.30														5.3	TUE.	
			4.45												5.3*	15*	5.3	TUE.	
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00	2,190	2.5	1,660	1.9	19	1.6	M-F		2,530	2.9	1,840	2.1	21	1.7	M-F	
			6.15						2.1	M-F							2.5	M-F	
NBC BEFORE HOURS		6.15- 6.30AM	6.15	440	.5	<<	<<	<<	<<	M-F		610	.7	610	.7	9	.7	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,670	4.2	3,670	4.2	14	4.2	MWF		3,410	3.9	3,410	3.9	15	3.9	MWF	
DAY SATURDAY																			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,460	5.1	4,280	4.9	26	4.9			4,020	4.6	3,850	4.4	24	4.4		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	4,980	5.7	4,810	5.5	23	5.5			4,720	5.4	4,460	5.1	20	5.1		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,500	4.0	3,230	3.7	14	3.7			4,460	5.1	4,280	4.9	19	4.9		

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC NBC MAJOR LEAGUE PRE GAME		3.00- 3.17PM	-GRID 3.15	3,930	4.5	3,850	4.4	16	4.5			3,500	4.0	3,230	3.7	15	4.0		
NBC NBC MAJOR LEAGUE BASEBALL	1	3.17- 6.14PM	-GRID	11,970	13.7	3,930	4.5	13				13,280	15.2	4,810	5.5	17			
	2	3.17- 6.33PM	-GRID				1.8*	5*	1.8										
DAY SUNDAY																			
CBS NBA FINALS GAME 3(S)	2	1.00- 3.33PM	-GRID 3.30									20,280	23.2	10,310	11.8	36	10.7		
CBS KEMPER OPEN-SUN(S)	2	3.33- 6.39PM	-GRID 6.30									14,510	16.6	5,680	6.5	19	7.0*	19*	7.0